



As a licensed cannabis farmer, you can play an important role in promoting and protecting California’s legal cultivation industry. You can help shine a light on licensed farmers like yourself, who are leading the industry, driving quality, demonstrating environmental stewardship, and supporting the state’s cannabis-permissive communities.

The California Department of Food and Agriculture (CDFA) manages “This is California Cannabis,” a statewide public outreach and education effort designed to promote the legal cannabis cultivation industry.

The purpose of the “This is California Cannabis” campaign is to highlight California’s legal cannabis cultivation industry and encourage unlicensed commercial cannabis farmers to get licensed. With this campaign and our comprehensive outreach efforts, we are raising awareness about the benefits of joining the legal industry. We are also providing extensive information about the licensing process and offering assistance to applicants who want to become licensed.

This farmer toolkit is a resource that will be updated throughout the life of the “This is California Cannabis” campaign, and currently includes the following:

1. **FAQs** – frequently asked questions and helpful answers about “This is California Cannabis,” including how to get involved and spread the word, and information about the state’s cannabis cultivation licensing process
2. **About “This is California Cannabis”** – samples of some of the campaign’s creative materials
3. **Shareable Content** – sample posts and downloadable graphics you may post on your own social-media channels

4. **Additional Resources** – an overview of other campaign resources, such as the campaign eNewsletter and personal profiles of some of California’s licensed commercial cannabis farmers

If you have questions about the campaign or this toolkit, please contact Rebecca Forée, Communications Manager for CDFA’s CalCannabis Cultivation Licensing Division, by sending an email to Rebecca.Foree@cdfa.ca.gov.

Frequently Asked Questions

Q: What is “This is California Cannabis”?

A: “This is California Cannabis” is a statewide public education and outreach effort designed to promote the state’s legal cannabis cultivation market and raise awareness of the support and guidance offered to licensed cannabis growers. “This is California Cannabis” is managed by CalCannabis Cultivation Licensing, a division of the California Department of Food and Agriculture (CDFA).

Q: Why is “This is California Cannabis” important?

A: By celebrating the farmers and communities that have embraced legal cannabis operations and highlighting the benefits of licensure, “This is California Cannabis” showcases the positive impact the legal market can have in our state.

Q: Where can I find more information about “This is California Cannabis”?

A: Learn more about “This is California Cannabis” by visiting the campaign webpage growwithCA.com. You can also sign up to receive our quarterly eNewsletter, which contains information and updates about the statewide effort.

Q: How can I and my fellow cannabis farmers receive updates about “This is California Cannabis”?

A: Follow us on our CalCannabis social media channels—[Instagram](#), [Facebook](#), and [Twitter](#)—and [subscribe](#) to the quarterly CalCannabis eNewsletter.

Q: How can I, or a licensed farmer I know, be considered for a farmer profile in the eNewsletter?

A: If you would like to be considered as a featured farmer in an upcoming issue of the CalCannabis eNewsletter, please send an email to calcannabis@cdfa.ca.gov and a CalCannabis communications team member will respond.

Q: How can I contact CalCannabis Cultivation Licensing?

A: Visit the CalCannabis website at calcannabis.cdfa.ca.gov; call 1-833-CALGROW (1-833-225-4769), Monday through Friday, 8am to 5pm; or send an email to calcannabis@cdfa.ca.gov.

About “This is California Cannabis”

The “This is California Cannabis” campaign features vibrant and compelling videos, photographs, and other material that helps tell the stories of our community of licensed farmers and the benefits of the legal cannabis industry. These creative materials are targeted to reach farmers and other stakeholder audiences through billboards, online digital ads, social media, and radio.

If you are interested in accessing any of these creative materials, please see the shareable content below or contact us by sending an email to calcannabis@cdfa.ca.gov.



THIS IS
**california
cannabis**

learn more at
growwithCA.com

BILLBOARD



THIS IS
**california
cannabis**

LEARN MORE

I am a grower
We are committed
This is progress

THIS IS
**california
cannabis**

LEARN MORE

DIGITAL ADS

Shareable Social and Digital Content

This section includes ready-to-use images, graphics, and posts for you to use across your social-media channels. Feel free to publish the following posts directly to your social-media channels and websites and in your newsletters. They can be slightly tailored to fit your voice, but we ask that you please maintain the sentiment and core information.

Website or Newsletter Content

As a licensed cannabis farmer, I can sleep better knowing my business is secure, and I'm proud to be a part of the new legacy of California cannabis.

To see how California is shining a light on legal farmers like me, visit growwithCA.com to learn about "This Is California Cannabis," a statewide effort to promote and celebrate legal cannabis cultivation.

Social Media

Please be sure to tag us (that is, include the CalCannabis handles below) on social media so we can engage with your posts.

- Instagram: [@CalCannabis.cdfa](https://www.instagram.com/CalCannabis.cdfa)
- Facebook: [@CACultivationLicensing](https://www.facebook.com/CACultivationLicensing)
- Twitter: [@Cal_Cannabis](https://twitter.com/Cal_Cannabis)

Post Option 1 - English

I'm proud to be a part of the new legacy of California cannabis as a licensed farmer. You should be, too.

Learn how CDFA's CalCannabis Cultivation Licensing Division [tag] is fulfilling the promise of legalization at growwithCA.com.

#ThisIsCaliforniaCannabis

Post Option 2 - English

California is committed to the entrepreneurial farmers like us who have invested in the legal cannabis market.

Learn more about how farmers are partnering with CDFA's CalCannabis Cultivation Licensing Division [tag] by getting licensed at growwithCA.com.

#ThisIsCaliforniaCannabis

Post Option 3 - English

I sleep better knowing my business and livelihood are secure. Getting licensed brings me that peace of mind.

Visit growwithCA.com to see why joining the legal cannabis market is the only way to keep your business growing.

#ThisIsCaliforniaCannabis

Post Option 1 - Spanish

Me enorgullece ser parte del nuevo legado de California Cannabis como productor autorizado. Tú también deberías estarlo.

Aprende cómo la División de Concesión de Licencias para el Cultivo de CalCannabis de CDFA está cumpliendo la promesa de la legalización en growwithCA.com.

#ThisisCaliforniaCannabis

Post Option 1 - Spanish

California está comprometida con los productores emprendedores, como nosotros, que han invertido en el mercado del cannabis legal.

Aprende más sobre cómo los productores están asociándose con la División de Concesión de Licencias para el Cultivo de CalCannabis de CDFA y obtén su autorización en growwithCA.com.

#ThisisCaliforniaCannabis

Post Option 1 - Spanish

Duermo mejor al saber que mi negocio y forma de vida están seguros. Estar autorizado me da esa tranquilidad.

Visita growwithCA.com para ver por qué unirse al mercado legal del cannabis es la única forma de mantener el crecimiento de su empresa.

#ThisisCaliforniaCannabis

Graphics

Click [here](#) to view a collection of graphics you can download and share on social media and through your digital channels.



Additional Resources

eNewsletter

We've launched a new eNewsletter series as a part of our "This is California Cannabis" campaign to highlight the merits of the legal cannabis farming industry and share helpful tips on how to become a licensed cannabis farmer. In each edition, we also include updates on CalCannabis programs, profiles of licensed cannabis farmers, and tips for licensees, such as how to renew a license or transition from a provisional license to an annual license. Are you working on something you think should be featured in our next newsletter? Tell us about it! Please send an email to calcannabis@cdfa.ca.gov and a CalCannabis communications team member will respond.

Sample eNewsletter

To share a sample campaign newsletter with colleagues or friends, please use this link:
mailchi.mp/cdfa/calcannabis-eneewsletter-introducing-this-is-california-cannabis



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE



CalCannabis
Cultivation Licensing

THIS IS california cannabis

*A quarterly eNewsletter brought to you by CalCannabis Cultivation Licensing, a division of the
California Department of Food and Agriculture*

SEPTEMBER 2020

Introducing "This is California Cannabis"

"This is California Cannabis" is a public education and outreach campaign designed to spotlight the legal cannabis cultivation market and the hard-working licensed cannabis growers who are leading the way. As a part of this campaign, you'll see billboards, digital ads, videos, and more social media posts highlighting California's commercial cannabis industry.



Farmer Profiles

At the core of our "This is California Cannabis" campaign is the community of dedicated, innovative farmers like you who are paving the way for generations to come. There are opportunities for you to be featured in "This is California Cannabis" through interviews, social media, and more. If you or anyone you know is interested in being featured, please send an email to calcannabis@cdfa.ca.gov and a CalCannabis communications team member will respond.

Follow this link to see the farmer features we've published thus far:

cdfa.ca.gov/calcannabis/profiles/



Spencer Sanborn

CaliGardens

Whitethorn, Humboldt County

Website: flowkana.com/farmer-network

► [Read About This Licensed Cannabis Farmer](#)

Fact Sheet

As you interact with licensed commercial cannabis farmers or other cannabis stakeholders in California, it might be helpful to share this one-page fact sheet about CalCannabis Cultivation Licensing, a division of the California Department of Food and Agriculture. You can download the fact sheet [here](#) to print or send via email.